

California Children and Families First

State Commission Meeting Minutes

**Thursday, October 21, 1999
Planning Commission Hearing Room
Santa Barbara, California**

I. Call to Order

The meeting was called to order at 9:35 a.m.

II. Welcome and Introduction of California Children and Families Commission

Chair Reiner thanked all for coming, especially the children, making this meeting the first Commission meeting with children present. Chair Reiner then thanked Santa Barbara City Commission for providing the facilities, and invited those in the audience interested in being on the mailing list to sign in.

Chair Reiner made a special welcome to and introduction of Jenny Cook, Chairperson of the Tobacco Education and Research Oversight Committee and long-time friend of the Commission, and looks forward to a strong working relationship with Jenny in light of the Commission's upcoming advertising campaign at the first of the year.

III. Roll Call

Commission members present: Rob Reiner, Chair; Kim Belshe; Sandra Gutierrez; Susan Lacey; Patty Siegel; and Louis Vismara.

Ex Officio Commissioners present: Margaret Fortune and Ed Melia.

IV. Approval of Minutes

Chair Reiner made a motion to approve the Minutes of the September 16, 1999 meeting as a result of no amendments to the Minutes. Commissioner Lacey seconded. All in favor and the motion was passed.

V. Reports from Local County Commissions (Santa Barbara, Ventura, San Luis Obispo)

Chair Reiner noted that Item IV on the Agenda was the Report from Local County Commissions, thanked Commissioner Susan Lacey for her assistance with the Ventura County Commission, and asked the representative from the Santa Barbara Commission to begin since the meeting was in Santa Barbara.

Commissioner Lacey, Ventura County Commission, noted that very soon the Prop. 99 bus will be in use. The bus -- painted by high school students -- is from Ventura County's Public Health Department -- a hands-on experience -- and, docents from Simi Valley High School and their faculty will be available to show the bus at noon.

Chair Reiner thanked Commissioner Lacey, and introduced Naomi Schwartz, Santa Barbara County Board of Supervisors Member and Chair of the Santa Barbara County's Children Family Commission.

Santa Barbara

Ms. Schwartz thanked the colleagues from Ventura and San Luis Obispo Counties in bringing the important work of the Commission to the Santa Barbara County community's attention. Ms. Schwartz then thanked Chair Reiner for his assistance in the groundwork with which to invest in our future -- Proposition 10. As a result, counties throughout the State of California are engaged in working and investing in the health, environment, caregivers and families of our children.

Ms. Schwartz stated that on February 2nd of this year the Santa Barbara County Board of Supervisors adopted an ordinance establishing their county's Children and Families First Commission and Trust Fund. In March, the Board of Supervisors appointed nine regular members and alternates to the Commission, some were present today. Ms. Schwartz then introduced the Vice-Chair of their Commission and Executive Director of the Community Action Commission, Rita Hadden; Director of Social Services, Charlene Chaise; Child Care Planning Council Chair, Mary Ray; Superintendent of Schools, Bill Serroni; Commission Member, Dr. Phyllis Settlemyer, who represents the medical society of Santa Barbara; a member of the Tri-County Association for the Education of Young Children and attorney and parent, Vincent Martinez; Director of the Alcohol, Drug and Mental Health Department, Mirna McMillan; and Public Health Officer, Dr. Elliot Shulman.

Ms. Schwartz then announced their alternates: Chief Probation Officer Susan Frito; Board of Supervisors from Santa Maria and colleague Tom Urbanski; parent/private consultant and community alternate Sylvia Barnard. There is one vacancy to fill and another community alternate position.

Ms. Schwartz announced that the first meeting of the Commission was held in April of this year. Pat Wheatley, Santa Barbara County Commission's Project Manager, and her assistant Wendy Sims-Motten began their indispensable work in May.

Ms. Schwartz stated that their Commission set a high priority on being visible and available throughout the County. Monthly Commission meetings are held at various locations throughout the County. Staff has been available to meet individually with community groups, organizations, and the media. In addition to regularly-scheduled monthly meetings, two all-day strategic planning sessions were held, and a third is planned for early November.

Ms. Schwartz stated that their strategic planning process incorporates the following elements: accomplishing demographic and service data collection in conjunction with the UCSB Graduate School of Education, which will form the basis for their draft strategic plan. They have conducted family town meetings held throughout the County, circulated family surveys in both English and Spanish and service provider surveys, and are reviewing and establishing priorities and objectives to form the basis of their allocations process.

Ms. Schwartz stated that 11 family town meetings were held throughout the County in both the larger and more geographically remote communities of their County. There were photo boards available for viewing of these meetings in the hallway. Each town meeting was planned in coordination with primary contacts in the relevant communities regarding locations, dates and times, and outreach and focus group facilitators were made available. Virtually all meetings were held in the early evening, included child care, had transportation, and all had a light meal provided to encourage participation. All meetings were available in Spanish and English. One meeting targeted families of children with special needs. As well, home surveys were prepared for families of children with special needs.

Ms. Schwartz stated that throughout the process 470 families were surveyed -- 266 in English and 204 in Spanish. The families identified their needs for services, as well as barriers that have kept them from using available services.

Ms. Schwartz stated that the desire for accessible quality services for young children crossed all geographic links, and the results of this highly-interactive process, as well as the surveys from service providers are extremely important in drafting their strategic plan.

Ms. Schwartz went on to state that their timeline is for the State Commission to review their draft strategic plan in early November and to post the draft plan on their web page, as well as making copies widely available. They have set three public hearings at the end of November and early December, are planning to begin the grant application process in January, and have their first contracts initiated in July of 2000.

Ms. Schwartz then stated that they have worked closely with their County's Child Care Planning Council, kids' network, schools, health care, and social services networks. Ms. Schwartz expressed her appreciation of the focus and continued activity of the State Commission, and looks forward to a continued cooperative and productive relationship as they go forward.

Commissioner Gutierrez asked about the home surveys, wanting to know how the process worked. Ms. Schwartz stated the surveys will be submitted to the Commission.

Commissioner Vismara thanked Ms. Schwartz for the wonderful report, as well as her approach taken regarding children with special needs. He is a parent of a special-needs child, and stated that 12 percent of California's children have special needs and the State Commission is committed to addressing those issues.

Commissioner Vismara stated that families of children with special needs is one of the foremost areas of cross-cutting that the Commission has incorporated into policies and guidelines, and as a parent believes the approaches and attention paid to children with disabilities can be applied to the betterment of all children. Commissioner Vismara thanked Ms. Schwartz again for her focus.

Chair Reiner expressed his delight in Santa Barbara County Commission's spirit of what they're trying to accomplish, and stated that they are a model for what is and should be happening in the rest of the State.

Ms. Schwartz stated their next major challenge is their allocation process, and is committed to a process of accountability and outcome measurements.

Chair Reiner then volunteered the technical assistance of the Commission to the Santa Barbara County Commission.

Ms. Schwartz announced that it was peace week in Santa Barbara County. A group of students from the Children's House Montessori School of Santa Maria -- which school opened in 1982 and services children 18 months to 14 years of age -- will make a presentation. Ms. Schwartz introduced Barbara Willey, Child Care Coordinator for the City of Santa Maria, who in turn introduced Sharon Pearson, a teacher at the Children's House Montessori. Ms. Pearson announced that Jeremiah Palmerston will read a letter from the Director of their school, Robin Palmerston.

Mr. Palmerston read the letter from the Director regarding their message of peace to share, "...since real peace will be felt in all families who have what they need to raise healthy children."

Group of children say a poem. Group of children sing a song. Children exit the meeting room.

Ventura County

Chair Reiner asked how Ventura County was going to follow that. Kathy Long, County Supervisor for the Third District in Ventura County and Ventura County Children and Family Commission Chair, thanked Ms. Schwartz for setting her up.

Ms. Long thanked Chair Reiner and the Commission for the tremendous work already done.

Ms. Long stated that their Commission consists of nine members. There are members there today, but not a quorum: Barbara Fitzgerald, Director of the Human Services Agency; Debra Bergamin; Janice Iceland, an elective member of the School Board, and an old School District Board of Trustee for Oak Park; Dr. Robert Levan, who was not present; Dr. Charles Weiss, Vice-Chair of the Commission and Ventura County Superintendent of Schools; Charles Watson; Julie Irvin, Executive Director; Councilman Bedford Pinkard, City of Oxnard.

Ms. Long stated that she believes that their four elected members that represent schools and the County and cities on their Commission is invaluable in accomplishing what they're trying to do in the County.

Ms. Long stated that in December 1998 the Board of Supervisors adopted an ordinance establishing the Children, Family Commission and a trust fund, in which monies are already being placed.

Ms. Long attributed the establishment of a commission on children, family and communities, and an organizational structure that inspired cities, communities, schools and counties to begin discussing and reaching community goals for the children in their community to the vision and leadership of Commissioner Lacey back in 1995.

Ms. Long stated their Commission is now a member body, that dues are paid, and has a broad-based foundation. It now has a steering cabinet of 32 members, 4 representatives from each quadrant.

Ms. Long stated that their Commission has had 7 meetings to date; has established a structure wherein the trust fund is overseen by the auditor controller of the County, including personal contract agreements; a clerk on the Board handling minutes and the formal structure of the meetings; and County counsel serving as legal assistance for the Commission.

Ms. Long stated that their Commission has adopted by-laws, and will make them available to show the structure of the Commission and the Children, Families in the Community Commission.

Ms. Long stated that their Commission has had a half-day retreat and a full day planned for November 8th. They will be considering changing the name of one of these bodies, since they're typical acronyms. They have hired a dynamic consultant team, with great depth of experience in collecting data and outcomes, and projecting performance of the strategic plan and goals.

Ms. Long stated that experts are working with families and focus groups, as well as media experts -- knowing full well to make sure the information gets out to the community on an on-going basis, empowering it to participate in reaching Commission goals. They have planned 7 focus group meetings, 3 town-hall meetings, and 3 public hearings regarding the strategic plan.

Ms. Long stated that their efforts regarding the strategic plan have been focused on the broader philosophies, how to reach those focus groups, and how to get the community involved in the work of the Commission. Their goal is to have the strategic plan before the Commission by Spring 2000.

Ms. Long expressed their excitement regarding the tremendous support of and work by the Commission staff and the Technical Advisory Committee, and volunteered to answer any questions.

Chair Reiner thanked Ms. Long, and invited a representative from San Luis Obispo to speak.

San Luis Obispo

Director of Health Promotion for San Luis Obispo County Public Health Department and Public Staffer for the San Luis Obispo County Children's Commission, Susan Hughes, thanked Santa Barbara County. Their Commission was also set up in December of 1998, and was originally set up for 5 members, which included a member of the Board of Supervisors -- Kevin Kashian, Chairperson; local child care planning Council Simms Steinberg; a representative from their children services network Julian Miller; the director of their Department of Social Services Beth Snyder; and Dr. Greg Thomas, serving as Director.

Ms. Hughes stated that as a result of community input, a few months later the Commission expanded its membership to 9, including a designated representative from the San Luis Obispo medical society, who is also a member of our local Tobacco Control Commission, Dr. Steven Hanson (present); and a representative from the County Superintendent of Schools Dr. Julian Crocker, who is the Superintendent of Schools. Also, a representative at large -- Ellen Harper, a public health nurse and school nurse; and a second representative at large -- DR. Laura King, Associate Professor of Psychology in Human Development at Cal Poly State University. The last 2 positions were let out to the public and applications were sought, and from 14 applicants, these 2 were chosen.

Ms. Hughes stated that even though they got a late start as a 9-member Commission in August, they were rolling by September. They had a 4-hour study session to create a mission statement and their guiding principles. Ms. Hughes read their Commission's mission statement.

Ms. Hughes stated that their strategic planning process isn't quite as far along as Ventura and Santa Barbara Counties'. They had a 2-hour meeting the night before, and the Commissioners voted to approve a collaborative report regarding needs assessment. They will work with other groups to identify needs, and data will be gathered.

Ms. Hughes stated that regional meetings will be held for community input. They are planning to obtain the number and dates for community and town hall meetings at their November Commission meeting, as well as completing their strategic plan by Spring, or by the latest June, of 2000.

Ms. Hughes stated that although their County is relatively small, it is also rich in diversity. Each region is unique in its resources and needs, and despite the diversity, the level of collaboration has been high throughout the County.

Ms. Hughes stated that their Children's Services Network -- which is similar to the Kids Network of Ventura County -- brings a wide variety of groups together on a monthly basis, and has been successful in working towards common goals in segregated services thus far.

Ms. Hughes stated that their Commission plans to work very closely in order to establish duplication, and is dedicated to learning about outcome measurements, as well as common goals and objectives. Their Commission is planning a collaboration retreat and training with Mark Friedman, the United Way and the County of San Luis Obispo.

Ms. Hughes stated that Sid Gardener from the Center of Collaboration for Children is going to assist in coordinating strategic plans and programs.

Ms. Hughes stated that they have received input at every Commission meeting. Representatives from several organizations has provided input regarding additional commissions to avoid duplication of existing efforts, such as the lack of dental care in their County for children, service provisions for children with special needs, and countering effects of abuse -- both verbal and physical -- on children.

Ms. Hughes stated that community outreach has been a priority. They will be launching web sites this week: sanluischildren.org -- which will allow input regarding the strategic plan, ask questions regarding Commission activities, as well as provide statistics to the Commission regarding who is visiting the web site. Also, this site will link to the State Commission web site.

Ms. Hughes stated that the monies San Luis County is receiving is in their bank, and thanked the Commission for making that possible.

Ms. Hughes stated that they have hired a consultant, and have been authorized to begin crafting the strategic plan and gather data.

Ms. Hughes thanked the Commission for its efforts and for the opportunity to provide an update.

VI. Chairman's Report

Chair Reiner expressed how great it was to hear everybody so engaged. Chair Reiner asked that all stay focused due to the number of items on the Agenda.

Chair Reiner reviewed the State Commission's short-term goals. Goal one, which is first and foremost, is offering technical assistance to all the counties across the State to get them up and running. Ex Officio Commissioner Melia is heading up the technical assistance team.

Ex Officio Commissioner Melia added Kathy Rikner.

Chair Reiner acknowledged Kathy Rikner. Chair Reiner stressed that whatever assistance is needed -- needs assessment, strategic planning, or building research towards your strategic plans -- the Commission is there to help.

Chair Reiner continued with goal two: a Welcome Baby Kit, which will be finished by the end of January. It will include videos and brochures for parents and caregivers covering parenting, bonding and attachment, health and nutrition, safety, discipline, child care and early literacy. The Kit will also include resource and referral information for health and child care programs, and parent and intervention programs for at-risk families. The Commission is working on a resource and referral database. The Kit will be available to every mother of every child born in the State of California. The information will be available to every expectant mother, as well. The Commission is working on providing this project to the County Commissions with strategies regarding distribution.

Chair Reiner then stated goal three: communicating the Commission's message about early childhood development and its anti-smoking campaign, which will be out before the end of January.

Chair Reiner announced that the October 18th press conference was a success. The Commission announced the release of \$362,628,369.21 to the 58 County Commissions. This amount is right on target with the estimate of approximately \$700,000,000 annually, \$560,000,000 of which will go to the County Commission. These funds represent a deposit made into the County Commission so the dollars are ready at the local level when strategic plans are adopted. There were 16 television cameras, and State Controller Kathleen Connell, Speaker of the Assembly Antonio Veragoza, Mayor of Los Angeles Richard Riordan, County Commissioner of Los Angeles Neal Kaufman, and State Commissioners Sandra Gutierrez and Susan Lacey were in attendance. Chair Reiner announced future regional press conferences planned by Kristina Parham (present) with various Commissioners participating.

Chair Reiner mentioned the media campaign, as well as putting together best practices to make sure each County Commission is availed of all the best practices not only in California, but federally. They are also working in partnership with foundations on a number of strategies.

Chair Reiner stated the web site now is online.

Chair Reiner then deferred to Executive Director Jane Henderson.

VII. Executive Director's Report

Executive Director Henderson noted a closed session will be held at lunch, and stressed the need to get through at least Agenda Items VII and IX before then.

Ms. Henderson took a moment to introduce new key staff members. Emily Najat, Deputy Director of the program is in charge of a good portion of the areas Chair Reiner just mentioned. Ms. Najat is from the Department of Education and brings with her an extensive background in early childhood development and health issues. Anthony Suzan is on loan from the Department of Health Services. He is the fiscal expert and responsible for getting those monies out the door on October 18th. And, probably for Commission members one of the most important people on the staff, Lupe Alma, Executive Assistant and Chief Liaison to Commission members. She comes from the State Board of Education. Ms. Alma is invaluable because of her knowledge of the State Board operations under Bagley Keen. Others on the staff include Executive Assistant Joe, and Sandy Beck.

Ms. Henderson stated they do have e-mail. The web site is www.ccfc.ca.gov (that's California Children and Families Commission). The site will include announcements for meetings, minutes, information, the Commission's guidelines, and information on State Commissioners listed by last name. County information will be forthcoming. There will be a chat room to exchange information, etc.

Ms. Henderson stated that they have completed 5 compatibility workshops around the state with Mark Friedman and a small workshop in Mt. Shasta. One is planned for Sacramento on October 22nd.

Ms. Henderson stated that Counties have asked for technical assistance, but a lot of the issues are process-kinds of issues, such as continuing to spend money on the strategic planning process beyond the funding that the State Commission has given them. The State Commission has an advisory opinion from the A.G. that will be going out this week. Issues such as clarification regarding conflict of interest, whether local Commission members have to submit FPPC guidance, operating under the Brown Act, etc. The Commission is getting that information out verbally and is developing written communications.

Ms. Henderson stated, as Chair Reiner noted, the Commission is working with a group of foundations, primarily the Packard Foundation and the California Endowment, as well as the foundation consortium on assembling a team of coaches or technical assistants to be available to County Commissions immediately regarding strategic planning processes.

Ms. Henderson stated they are also working on effective programs documents. There are 18 policy briefs under way, two regarding funding, two regarding logistics among programs. Fourteen are regarding program content, such as breastfeeding, early intervention, prenatal care, childhood and development, role of early education and cognitive development, etc. They are also working on setting up peer networking opportunities for local Commissions and staff beyond the chat room, as well as for both regional and statewide peer-networking strategies regarding specific issue topics. Ms. Henderson congratulated Santa Barbara County and Pat Wheatley who put together an informal peer-exchange following the Committee meeting yesterday.

Ms. Henderson noted the important activities that Kristina Parham has been working on through the media campaigns. She noted as Kristina Parham reported previously that they have augmented a project with DHS Tobacco Control for a 6-month period regarding PR efforts. They will prepare the bid as required by a State agency.

Ms. Henderson stated they are working with Rogers & Associates, Durazo Communications, Latino, Imada Wong Communications, Asian-Pacific Islander, and Gwen Young Communications -- an African American communication -- to get that ethnic diversity involvement in the public relations. They are working on an advertising contract to develop an accelerated process during the bidding process hopefully before the end of the year, certainly by January.

Ms. Henderson stated that in addition to the October 18th press event, Kristina Parham is planning a series of regional follow-up events -- which local Commissioners will be involved -- in order to continue to develop the message from the October 18th event. As well, they are obtaining information from local Commissions regarding what they are doing for submission to the press. Kristina Parham will help them develop customized messages for their local market and hold regional media training seminars. It is important to be pro-active in getting the message out to the press, so they'll be conducting media events in most regions of the state to raise awareness around Prop. 10.

Commissioner Belshe asked for more information about the request for information that's currently underway.

Chief Deputy Director Munso confirmed it's underway and went on to say they've done a two and a half-week advertisement looking for advertising firms that met Department of Health Services conflict of interest criteria. The conflict is the firm directly or their parent company cannot represent alcohol firms, tobacco companies, etc. They must have a high level of billings to ensure physical integrity to do the media buys -- which is the most expensive -- as well as have experience in social advertising campaigns. At that point, a proposal will be put together with one or two agencies that met that criteria.

Commissioner Belshe asked regarding the idea of augmenting existing contracts that -- for example, DHS has in place -- that's not a step that can be taken for the full comprehensive early child development Prop.

10 campaign, given that there are more narrow contracts in place, i.e., a prenatal care campaign contract for Baby-Cal, and the tobacco.

Chief Deputy Director Munso confirmed the IFS process is to solicit interest from those who will be able to put together a comprehensive message.

Commissioner Belshe asked if that gives them an opportunity to narrowly augment a top-priority media campaign issue such as DHS's existing tobacco contract, just to do short-term anti-tobacco spots specific to children, secondhand smoke, pregnant women, etc?

Chief Deputy Director Munso responded positively and stated that if the process looks like it's going to be longer, there are ways such as piggy-back advertising on the Baby-Cal contract, as well as in their tobacco contract to do short-term augmentations. Health Services is in the process of re-procuring their tobacco advertising campaign.

Commissioner Belshe asked when that contract ends?

Chief Deputy Director Munso replied he thought it ended in December and doesn't know if they are expecting to extend. They are in the middle of re-procuring and can piggy-back on that.

Commissioner Belshe suggested that since the process for bringing a new ad agency on board will take longer than needed, thus resulting in an inability to get ads running with the imprimatur of the Prop. 10 Commission and forcing very narrowly-focused media efforts around existing contracts such as the tobacco and prenatal contracts, we continue searching for an ad agency to handle the comprehensive plan, but begin discussions immediately with DHS regarding short-term strategies related to the tobacco and Baby-Cal contracts.

Chief Deputy Director Munso agreed.

Chair Reiner made an impromptu introduction of Chief Deputy Director Joe Munso.

Commissioner Siegel arrived and volunteered her services and those of Commissioner Gutierrez regarding an advisory committee. She stated that there's tremendous interest and enthusiasm in the world regarding the Welcome Baby Kit, and local commissions are happy to defer that work to the Commission. Commissioner Siegel thinks it is important the contract goes to UC Berkeley School of Public Health.

Commissioner Gutierrez confirmed her willingness to volunteer, and stated the importance of an image reflecting diversity -- Latino, Asian, African American. Most PSA's don't have that diversity, and there is an opportunity here to lead by example and reflect what is going on in the state. She also stated the need to include special needs children -- as Commissioner Vismara noted, 12 percent of the children. She stated there is reason to celebrate that the funds are available to get these messages out in both Spanish and English. She noted that the Spanish language messages should be cast carefully -- not just an automatic translation of the English language.

Chair Reiner asked if the Commission members have looked at the wellness guides.

Executive Director Henderson stated the Commission members have, and is a prototype for the Prop. 10. It includes wellness across the whole age span. And, not just a translation in Spanish.

Commissioner Gutierrez reiterated setting an example, as well as volunteering her services.

Ex Officio Commissioner Melia emphasized the demographics of childhood in the approach, since they differ from statewide demographics throughout the population. The diversity is reflected so much more in childhood in terms of percentage of kids in poverty and low income, single parent families, and is an important message to get across.

Ex Officio Commissioner Melia then posed a question to Executive Director Henderson regarding expanding on the policy briefs regarding the process of development, the role of the committee, the TA Committee and the Commission in the process.

Executive Director Henderson reminded everyone of the time line. The policy brief that was just listed will be one of many policy briefs being developed. This one will be funded through the Packard Foundation and is being assembled by a team of people at the UCLA Center for Healthier Children. The principal investigator is Dr. Neal Hampton. There are 18 policies each with teams of people. If anyone is interested in more information, she'd be happy to provide it. This is funding from the Packard Foundation, and was mentioned at the TA Committee meetings.

Commissioner Vismara congratulated Ms. Henderson and the rest of the staff for an awesome job.

Chair Reiner was in agreement.

Commissioner Vismara went on to share his concern that the public be aware of the wonderful services that will be available, such as the Welcome Baby Kit, and the sense of urgency in getting that information out, and thanked everyone for the work being done.

VIII. Technical Assistance Advisory Committee Report

Chair Reiner recognized Co-Chair Kathleen Richter to present Item VII of the Agenda, the Technical Assistance Advisory Committee Report.

Co-Chair Richter thanked the Santa Barbara Commission and Pat Wheatley for the great set up and terrific discussions. She mentioned that there were new staff representatives in the audience yesterday from Santa Barbara, Kern, Kings and Tulare Counties and it was a valuable experience for them as a technical assistance committee.

Ms. Richter stated that a lot of time was spent discussing efforts and support of the counties, progress, and idea-sharing, including posting on the State website. Santa Barbara shared in detail their in-home visiting staff regarding a special needs children's survey, and made sure all were taking notes which is a great way to augment and support the strategic plans to accommodate specific needs.

Ms. Richter stated that the local "25 Most Frequently-Asked Questions" document is ready to be distributed. This document compiled questions and answers by county commissioners and interested others, and she considers this a first in a series. The second document will be "The Most Recently Asked Questions." The Technical Assistance Committee did a snapshot and time survey, which may be somewhat blurred, since the time line was a little different depending on when the commissions met. Each was at different stages of formation, but most were at the point of reviewing guidelines and beginning strategic planning. Placer County requested technical assistance availability, and Executive Director Henderson and staff, along with a consultant, will be responding to these needs.

Ms. Richter stated that the survey revealed the top 10 areas identified for technical assistance were fiscal strategies, developing integrated services and what that looks like, enhancing existing services to move towards integrated services, monitoring and evaluation, and outcome-based planning. The Technical Assistance Committee is to make sure requests from local commissions are handled, as well as calling attention to areas and information local commissions need to be aware of.

Ms. Richter stated that they worked on a local assessment checklist regarding funding projects, and when they go out for RFP's regarding what research has been done and will it be something that can be replicated for their own community -- meeting the needs identified in their needs assessment. In addition, staff can begin to interact and share emerging best practices and receive support through available consultants, conference calls and the now-available chat room.

Ms. Richter stated that a good suggestion was brought up yesterday regarding State staff facilitating conference calls. She stated that Commissioner Lacey noted that Commissions are going to want that opportunity for the commissioners.

Ms. Richter stated there was a public engagement document produced by a consultant and distributed, and the Technical Assistance Committee noted they would like to see parent involvement regarding parent education.

IX. Potential Fiscal Strategies

Chair Reiner moved on to Item VIII of the Agenda and asked if everyone had a copy of the handout regarding this issue. He then deferred to Chief Deputy Director Munso.

Chief Deputy Director Munso brought up two issues: the direction the Commission is taking regarding providing a document for fiscal strategies and requesting action by the Commission. As well, setting minimum funding levels for small counties.

Mr. Munso stated that there will be a declining revenue source as it relates to Prop. 10 as people begin to quit smoking, and we can learn from what happened with Prop. 99 funding. As a result a strategy document for counties regarding how to deal with and adjust to a reduced funding level will be developed.

Mr. Munso suggested two strategies to propose to the Commission at the next meeting. Set your program level to 90 to 95 percent of whatever revenues you were going to receive to always have a reserve in the bank. Invest those dollars and account for the dropping revenues over a period of time. Or, taking advantage of the January 1999 and June of 2000 revenues collected, of the \$360 million just put out, put that into an investment reserve account to continuously draw down over the years. Again, setting your program level at 90 to 95 percent you can run a fairly level program over a 10-year period, assuming Prop. 10 revenues fall at the same rate Prop. 99 revenues fell.

Mr. Munso stated they will be working with the State Treasurer's Office, county treasurers, elected county commissioners, and other various investment options, as well as private foundation monies and accessing federal funds.

Mr. Munso mentioned certain requirements to obtain Medi-Cal, Title 19, money, and they will be providing information regarding how to meet the requirements.

Commissioner Belshe asked for more information regarding the investment pool option and using 1999 dollars to provide a buffer.

Chief Deputy Director Munso stated the revenues available through June of 1999 are about \$250 million. The monies just put out were \$362 million. He stated the need to come together and work with the Treasurer's Office regarding different kinds of investment opportunities.

Mr. Munso also noted potential complications. Local county ordinances or charters that deal with investments. Mr. Munso stated they will look into the alternatives in order to provide an array of options. He stated that right now most of the options available particularly at the State level for counties is a very conservative investment option -- 6, 7, 8 percent a year. They will consult with treasurers for options from a statutory standpoint and report back in the next session.

Chair Reiner asked about the minimum funding for counties.

Chief Deputy Director Munso stated that as noted in the handout on Monday \$362 million was sent out. A number of very small counties received \$4,000. The numbers reflect assuming there would be \$560 million available to counties, including small counties. For a frame of reference, Alpine County received \$50,000 to plan. They're going to have only \$7,000 to run their program.

Chair Reiner noted something was off, and stated that it must be corrected, and asked if there was a team of experts and whether they went through an inclusive process and outreach.

Chief Deputy Director Munso stated there were and they did, and will be surveying people soon regarding same. Mr. Munso then stated that these are the options they are proposing regarding minimum funding levels for small counties. Set the level at \$100,000 or \$200,000 per year for these very small counties. Mr. Munso suggested it would come out of the State Commission's 2 percent unallocated pot.

Chair Reiner agreed and stated the unallocated pot is \$9 million, based on the \$700 million.

Chief Deputy Director Munso stated it would be \$14 million if it is 2 percent of \$700 million, and \$731,000 if \$200,000 were allocated. Mr. Munso stated that Chiyak and other county representatives would be willing in the next legislative session on a long-term basis to look at other counties at that level and use their formula within the statute to help fund these issues.

Chair Reiner asked how Mr. Munso arrived at \$150,000 or \$200,000.

Chief Deputy Director Munso replied they look at other programs within the state government -- alcohol and drug abuse, social services, health services regarding tobacco programs -- who have accepted minimum funding levels. These programs vary between \$200,000 and \$50,000. Mr. Munso believes \$200,000 is very fair.

Chair Reiner asked if the counties would feel \$200,000 is sufficient.

Chief Deputy Director Munso believes based on those counties surveyed will be satisfied with \$200,000.

Commissioner Belshe asked if Chiyak County is supportive of the \$200,000.

Chief Deputy Director Munso replied that Chiyak was supportive of any type of minimum funding level, and would propose working with all those organizations to confirm acceptability if the Commission set it at \$200,000, yet believes they'd be thrilled to have this level.

Commissioner Lacey stated that the \$50,000 was a figure picked out of the air for the small counties, but is aware some adjusting may be necessary.

Chair Reiner expressed concern regarding setting too little a level.

Commissioner Vismara asked if other options have been considered, such as adjacent regions or other counties, and whether \$200,000 would be adequate.

Chief Deputy Director Munso stated that some counties weren't sure to participate if not knowing how much they would receive. But, if there was a set funding level, he believes they will look internally to run the program they think their community needs. And, \$200,000 would be adequate at this point.

Commissioner Siegel noted that at the California Child Care Resource and Referral network annual meeting a number of small rural counties like Modoc were far into the planning process, and stated the funds would be well-utilized and welcome, especially to those undercounted and under-represented groups of people in counties such as Alpine County.

Commissioner Lacey moved to use a portion of the 2 percent unallocated account to provide a minimum funding level at \$200,000 to those appropriate small counties. Commissioner Gutierrez seconded the motion. Chair Reiner opened the floor for discussion.

Commissioner Vismara asked how much funds would be used per child in these small counties?

Chief Deputy Director Munso stated they did an analysis from the population data from the Department of Finance for children zero to four. At \$200,000 that's \$4,000 per child. For example, Alpine in the year 2000 will have 56 kids zero to four, and will be about \$2,000 per child because it's only about a hundred, but Mr. Munso stated it's skewed. It will range depending on the county. Mr. Munso felt it was fair to set a minimum funding level whether it's 56 or 100 and that \$200,000 was fair.

Commissioner Vismara asked why the State Commission must make the decision now as opposed to waiting?

Chief Deputy Director Munso stated that the counties need to know what monies are available when forming a strategic plan.

Commissioner Gutierrez stated it shouldn't be looked at as this much per child, since there's also parent, infrastructure issues, other programs and even building repair issues.

Chair Reiner stated it was only a formula by which to reach a minimum amount of money.

Chief Deputy Director Munso stated it is a frame of reference.

Pam Shaw commented that an early head start program averages \$10,000 per year, and \$4,000 per child per year is more than they've got now when compared to the head start programs.

Chair Reiner asked Pam Shaw to identify herself. Mr. Reiner then stated that the revenue stream of Prop. 10 is not going to cover all needs, and is basically a framework to begin with.

An Unidentified Person commented that \$200,000 may seem like a lot of money, but given the enormity of the problems, maybe \$300,000 would not break the bank. They went on to suggest the amount be raised to \$300,000 along with the State's resolution to support and work closely with the counties.

Chair Reiner thanked the Unidentified Person. Mr. Reiner then stated his opinion that there will be money left over from the 20 percent specific prescriptions in the statute, which will hopefully be allocated to the county commissions at some point in the future. At this point, Mr. Reiner believes that \$200,000 will be a good recommendation.

Commissioner Belshe commented that Chair Reiner's comments speak to one of the challenges the State Commission faces in terms of the allocation and prioritization of the 20 percent, and that it points to the best use of some of our money, not necessarily do something different. Some of the questions include what is the role of the 20 percent? Should we wait for the county? Should we go ahead? Should we look to the public? -- which is the next Agenda item.

Chair Reiner stated that the philosophy should be to get as much money into programs that will help children, and for purposes of setting a minimum amount asked if there were any further comments before putting this issue to a vote.

Gueta Gimberg, Family Service Agency Board Member, asked for clarification regarding reserving possibilities.

Chief Deputy Director Munso explained that Prop. 10 revenue tax funds are accumulative, thus ensuring availability.

There being no further discussion, the Commission approved the minimum funding level at \$200,000.

Commissioner Gutierrez requested a timeline for fiscal strategy documents to be prepared.

Chief Deputy Director Munso replied by the end of November.

Commissioner Gutierrez noted that the Wellness Guide Spanish translation is incorrect, and should be popularly written.

Chair Reiner appointed Commissioner Gutierrez to oversee the correction.

X. State Commission Plans for Obtaining Public Input on Activities and Expenditures

Chair Reiner then deferred to Executive Director Henderson regarding Agenda Item IX, obtaining public input.

Executive Director Henderson commented that the Commission members will have an opportunity to review and approve the possible fiscal strategies prior to sending them out.

Ms. Henderson then mentioned the issue of obtaining public input is a continuation of the discussion at the Santa Clara Commission meeting, which issue was raised by Commissioners Belshe and Ross. A handout entitled "Proposal for Community Public Engagement" is available regarding methods of obtaining public input. These methods include consulting experts in the field, inviting the public to Commission meetings, contacting advocacy groups -- such as the California Association of Children's Hospitals and the Child Care Network -- tapping the State education system, making site visits, focus groups, using local media, as well as the website. However, Ms. Henderson noted that in inviting the public to Commission meetings it is important to present the Prop. 10 vision without reinforcing any perception that it is all about continued categorical funding.

Commissioner Vismara volunteered to assist in the process of obtaining public input.

Commissioner Belshe noted two objectives: public education and public input, and suggested organizing an approach towards creating strategies that meet those objectives.

Commissioner Vismara suggested parents meeting with providers.

Ex Officio Commissioner Melia agreed with Commissioner Belshe, and suggested a broader approach than a single organization approach by complementing the services of these organizations in using their venues to publicize the services that we are helping to develop.

Commissioner Siegel echoed Commissioner Belshe and Vismara's sentiments, and noted the importance of framing what we want people to tell us. As well, that the child care monies will not go very far in providing subsidies, but might go really far regarding public awareness and education.

Chair Reiner agreed completely with Commissioner Siegel in defining the information needed by the public. He went on to note the resources available to the Commission: child care experts Commissioners Siegel and Gutierrez; the communications director doing community outreach; research companies, such as Rand and UC -- companies Commissioner Vismara is aware of. Mr. Reiner confirmed the need to know what outcomes we want from this research.

Commissioner Lacey stated that the job of the County Commissions is to get input from the public as to how to spend the money, and technical assistance is working directly with the County Commissions -- that we don't want to go to the public to ask them to get technical assistance through the technical commissions.

Commissioner Vismara agreed that getting information from the public is necessary, and questioned whether there is an opportunity then to bring about engagement.

Chair Reiner agreed with Commissioner Vismara.

Commissioner Gutierrez stated that educating parents regarding the Prop. 10 in conjunction with the County Commissions will avoid confusion and duplication -- an innovative method of public education -- and, in turn a learning experience regarding what matters to parents -- a dual purpose.

Chair Reiner agreed with Commissioner Gutierrez and stated that the outreach is to educate the public and not about their giving recommendations as to how to spend State funds.

Ex Officio Commissioner Fortune reiterated Commissioner Belshe's earlier suggestion regarding preparing an expectations document for input by venue.

Chair Reiner reiterated the need to define the input.

Ex Officio Commissioner Fortune stated an obligation to identify the common threads of the input and their relevancy to State policy.

Commissioner Vismara noted the responsibility to inform the public of the Commission's commitment to parents and families, and to be aware of the misperceptions of loyalties to established bureaucracy.

Commissioner Belshe stated the need to obtain input strategically and appropriately.

Executive Director Henderson believes achieving these goals is possible, and in getting this information to the local Commissions.

Commissioner Gutierrez suggested a year-round timeline.

Executive Director Henderson stated this is very short-term -- by the end of the year.

Chair Reiner directed staff to contact Kristina and communication regarding crafting media messages.

Executive Director Henderson introduced Veronica Ortega. Ms. Ortega will work under Program Director Emily Najat regarding coordinating and staffing, and additional consultants if necessary.

Commissioner Lacey reminded everyone to visit the Prop. 99 bus during break, and introduced the person responsible for the bus -- Jean Scott.

Chair Reiner opened the floor for discussion.

Mark Eversol pointed out the need for spending the money on immediate needs, instead of spending months and years developing a program that costs millions.

Chair Reiner replied that's what the Commission's intentions are.

Bill Batte, Local Family Services Agency - volunteered assistance with information regarding commissioners with the California Council of Family Services agencies, the Alliance for Children and Families, the Seaverson Funding and the Community Action Commission.

David Berman, County-organized health system - noted the need for Commission credibility, and that the working poor wants programs that allow retention of dignity -- not handouts. Mr. Berman noted Mr. Reiner's credibility as a politician, but feels the need for more Commission credibility.

Patty Moore, Chair of Family Resource Center Network of California - volunteered assistance regarding obtaining input, as well as utilizing the opportunities available regarding child care and early intervention funding.

Reyna Dominguez, Ventura County - Ms. Dominguez works closely with the Head Start programs, and noted that the Head Start Program is a great opportunity for information from parents. She also noted the importance of listening to the parents' needs, since we tend to come across with the "We know what's best for you" attitude, as well as making it simple. In addition, translations are critical in getting basic, simple information to the Spanish-speaking families.

XI. Closed Session

XII. Consideration and Approval of Resolution in Opposition to Prop. 10 Repeal Initiative

Chair Reiner deferred to Janie Daigle, Attorney General's Office.

Ms. Daigle read the following resolution:

"California Children and Families Commission hereby confirms its commitment to the ideals, goals and objectives of providing a community-based, comprehensive, integrated system of early childhood development services for all California children -- pre-natal to five years of age -- as set forth in its Vision and Missions statements, and as codified in the California Children and Families Act. In so doing, the California Children and Families Commission expresses its unanimous and complete opposition to any and all efforts to repeal any portion of the California Children and Families First initiative, also known as Proposition 10, as passed by the California electorate in November 1998."

Commissioner Siegel moved to approve the resolution. Commissioner Lacey seconded. There being no further discussion, the Commission approved the official statement in reference to the repeal initiative.

XIII. Adopting State Commission Outcomes

Chair Reiner deferred to Executive Director Henderson regarding adopting State Commission outcomes.

Executive Director Henderson began by stating the that the statute requires the State Commission to adopt the outcomes as a result of the set guidelines, which is critical in terms of framing all technical assistance work, including working with County Commissions in measuring the success of Prop. 10. Ms. Henderson is hoping the State Commission will adopt a set of guidelines by January. Ms. Henderson acknowledged Amy Dominguez-Arms, Chief Policy Analyst of Children Now; Richard Brown, Director of the UCLA Center for Health Policy See; Larry Best, Director of Community Building Information Partnerships, Northern California Council; and Carol Sutherland, Project Director for the UCLA Center for Healthier Children.

Ms. Henderson then deferred to Larry Best, Director of Community Building Information Partnerships.

Mr. Best expressed his excitement regarding working with the Commission. Mr. Best then stated the main goal of the Healthy California Progress Report Initiative is to provide information tools to build healthy and sustainable communities. The Community Building Information Partnerships represents a broad group of organizations, including United Way, hospitals, and university-based organizations. The attempt is to create a collaborative infrastructure state-wide.

Mr. Best then stated project goal number two: combining data with community building to promote a healthier community -- ultimately moving from data to information, from informing to knowledge, and knowledge to wisdom, and how to move through that process.

Mr. Best stated the major piece of accomplished work is secondary research, measuring annually key quality of life indicators over a 10-year period. Data was collected from the elderly, health, economic prosperity, education, public safety, civic participation, transportation and the natural environment.

Mr. Best stated they are also coordinating efforts with Rick Brown and UCLA regarding primary research, including an inventory of current primary research indicator projects. A matrix of various ongoing projects was prepared with the help of Carol Sutherland and the California Health Inventory regarding the types of important indicators to include in the primary research.

Mr. Best stated the third goal is technical assistance, focusing on mobilizing and sustaining collaborative efforts, such as data collection and analysis, indicator selection and presentation assistance, and report cards.

Mr. Best next stated that county report cards are completed. Santa Barbara, San Luis Obispo and Ventura counties are in the packets. 58 county report cards for approximately 40 indicators have been developed, and by November far more comprehensive data for all 58 counties will be on the Internet.

Mr. Best stated they envision creating an executive summary, a comprehensive and companion piece report cards providing guidance for using community building data. Currently, case studies with exemplary data are being developed.

Mr. Best next deferred to Carol Sutherland, Project Director for the UCLA Center for Healthier Children, who expressed her excitement to discuss with the Commission the work at UCLA and in partnership with the Health of California Initiative.

Ms. Sutherland began by stating that the Center for Healthier Children, Families and Communities at UCLA has been working in the area of children's health and well-being, as well as indicators and reports cards for a number of years. She acknowledged the work of Emiliu Fawn, Director of the Center. The Center has been providing technical assistance to local communities, particularly San Diego and Los Angeles counties in developing report cards. The Center has conducted national studies of report cards, been involved with evaluating the Robert Wood Johnson Child Health Initiative, as well as state and national-level primary data collection. Ms. Sutherland stated the Center was instrumental in developing an indicator set related to child health.

Ms. Sutherland then stated the Center has taken the lead in developing technical assistance components in creating a learning collaborative of communities in California, as well as discussing how to further develop the data capacity in the State.

Ms. Sutherland stated the list of the currently-available indicators statewide, county-wide, and at sub-county levels: Pre-natal care, low birth weight, infant mortality, births among adolescent mothers, percent of children receiving TANIF, child abuse, immunization -- all collected by school district -- and an area in need of development.

Mr. Best suggested to Executive Director Henderson that the list of indicators could be useful for outcomes accountability in terms of intermediary lists.

Executive Director Henderson stated they were not deciding today.

Commissioner Siegel stated the Center knew what was missing.

Mr. Best answered child care providers and the conflict among validity, reliability and availability.

Ms. Sutherland then stated next was to develop a broader view of how to look at these indicators. Considering family influence as a trajectory for later years -- including indicators of not only outcomes, but the process.

Ms. Sutherland referred to Mark Friedman's performance accountability model in terms of indicators reflecting both input and success, as well as indicators that address outcomes.

Ms. Sutherland stated having an organized framework in terms of selecting indicators helps to identify data gaps, and in terms of presenting information to the community meaningful interpretation. She stated there aren't many measures and indicators of what resources are currently available in communities, and stressed the importance of development in this area.

Ms. Sutherland noted that integration of services is part of the Commission's agenda, and discussed developing the following indicators that would measure the progress: percent of multiple-need families accessing services through a single-point system; percent of hospitals that provide center-based and home-early intervention programs to children; percent of teen mothers receiving monthly visitation and center-based services; addressing high-risk pregnancy and new mothers, linking elementary schools with health services; percent of elementary schools providing family resource centers with programs for children; response of employers, percent of children abused, neglected or in foster care, and receiving health and social services from a multi-disciplinary center or program; as well as which families are prepared for their parenting role; how many children are being read to on a regular basis; how many children are living in homes with smokers; and mothers suffering from depression. In terms of health care, the percentage of children insured for development and medical care; the percent receiving developmental screening; percent of children with access to continuous comprehensive care; percent of infants born substance exposed; mothers initiating and continuing breast feeding; dental care; obese children; and the quality and accessibility of child care services.

Ms. Sutherland stated that the technical assistance center can be a clearinghouse for evidence-based program design and system innovation.

Mr. Best stated that he represents the Northern California Council for the community, which is the secretariat for the Healthy California Progress Report Initiative, and that these are core competencies that he would like to offer in working with the Commission.

Mr. Best then passed out a draft report that NCRC developed for the Bay Area Partnership, listing 21 indicators including regional indicators, building family self-sufficiency and preparing children zero to five for school. This Report will be utilized by the various Bay Area counties for strategic planning purposes.

Mr. Best concluded by expressing his interest in working with the Commission to collaborate with communities in providing technical assistance in planning indicator selection; collecting, organizing and analyzing data; turning data into information; implementing an action plan; and evaluation. Mr. Best thanked the Commission, and looks forward to working with the Commission.

Mr. Best was asked the web site address, and responded by stating www.nccc.org.

Commissioner Gutierrez asked how the Center tracks issues of equity.

Mr. Best responded by saying depending on the indicator, a data breakdown.

Commissioner Gutierrez stated the importance of being more inclusive of the child care sector.

Mr. Best agreed with Commissioner Gutierrez.

Commissioner Vismara asked for the size of the Center in terms of staff and/or budget.

Mr. Best stated they were understaffed with a full-time staff of 3, and voluntary support from a steering committee.

Commissioner Siegel echoed Commissioner Gutierrez' statement regarding the important dimension of child care to the health of families with children zero to five.

Mr. Best agreed with Commissioner Siegel.

Commissioner Vismara stated families with special needs must be considered.

Ms. Sutherland stated she thought the data was not in the indicators regarding child care and families with special needs.

Commissioner Siegel disagreed with Ms. Sutherland, stating she met with Mr. Best.

Ms. Sutherland encouraged feedback from the Commissioners, stating the need for feedback from experts in the community.

Ms. Dominguez-Arms thanked the Commission for the opportunity to discuss the Children Now's report card and status of California. Ms. Dominguez-Arms stated that in the next few weeks a 1999 County Data Book focusing on children's well-being will be released. She has sample packets available for the Commission to view. November 8th the organization will send to the Commission and county commissions an advanced copy of the report in order to view the material before press calls for information.

Ms. Dominguez-Arms stated in 1999 the organization developed the report card with several purposes in mind: to create an assessment of how children are fairing. Not input, not how many kids are served by a particular program, not how many dollars are dedicated, and not on the public sector alone regarding what is being done for children. Rather, what are the outcomes, the ultimate results for children? As well, as an accountability measure for society as a whole, since everyone has a role regarding how our children are doing in California's communities. And, finally, the report was designed to look at the whole child from health care to children's safety, as well as addressing all children in the State.

Ms. Dominguez-Arms stated there are data limitations. Important information about children's lives are inaccurate or inconsistent, or simply have not been collected, including how many are hungry or homeless to lead poisoning -- at the local and county levels.

Ms. Dominguez-Arms stated that collected information is from a defensive posture, rather than asset-based, and stressed the importance of understanding problems and strengths in order to spur greater collection efforts and raise awareness, such as examples in Solano County and Contra Costa County regarding statistics spurring people into action.

Ms. Dominguez-Arms then stated the challenges in publishing outcomes data. Negative results breed defensiveness. The sense that problems are overwhelming dishearten people into inaction. As a result the report cards try to highlight local efforts that actually make a difference in children's lives.

Ms. Dominguez-Arms pointed out that using data that's available the same way year after year promotes meaningful assessment trends. She also noted some of the challenges faced by the Commission regarding determining priority of possible indicators, and communication back to the public of that information.

An unidentified individual asked how to get a list of indicators.

Ms. Dominguez-Arms stated she'll make a list available for those interested to sign, and will send them a report.

Hetty Emery, Coordinator of the Santa Barbara Kids Network, stated she has scorecard resource materials regarding not only indicators, but the findings, trends, and summary and implications of the trends. She will forward to Executive Director Henderson 1998 edition copies and to any other interested persons.

Bill Batte, a representative from a local Family Service Agency, noted evidence-based programs funded by the Office of Child Risk Prevention, of which there are 12 sites in the State. These program measure family cohesion and connectedness, the family's capacity to use community resources, provides links with those services, and measures child mental health and behavior. There is a report prepared by Phil Loefer Research Associates regarding the results of these programs.

Mr. Batte also mentioned the need to include father involvement and father-friendly services in the development of the Prop. 10 Commission work.

Rick Brown, Director of the UCLA Center for Health Policy Research recognized Dr. Peter Abbott, Deputy Director of the California Department of Health Services; Nanez Ponce, Senior Researcher at the Center for

Health Research and Assistant Professor in the Department of Health Services; and Sue Holtby, Senior Research at the Public Health Institute.

Mr. Brown discussed the California Health Interview Survey, a survey developed in collaboration with the Center for Health Policy Research at UCLA, the Department of Health Services, and the Public Health Institute. The goals of the survey are to develop for a variety of agencies and users throughout the State data useful in policy making, program planning and evaluation.

Mr. Brown stated they have funding from the State of California, national Cancer Institute and the Centers for Disease Control and Prevention. They have an advisory board with representatives from state agencies, local health departments, community-based organizations and advocacy groups. They have a technical advisory committee, and are partnering with one of the finest and largest survey research organizations in the County to collect data -- Westat.

Mr. Brown stated the survey will be bi-annual. They will be finalizing a sampling plan and questionnaires in January, pilot-testing them in the spring, and turning the information into data and making it available for use by the summer of 2001.

Mr. Brown stated the survey will be a "list-assisted random digital survey," representative of the entire population, geographically covering all 58 counties, as well as the methods used to obtain the information for the survey and improve estimations by the counties.

Commissioner Belshe asked if the counties can not only expand the sample, but focus on the zero to five population.

Mr. Brown stated they can, and would like to discuss with the Commission and its staff about ways to focus the sample on families with children ages zero to five. Mr. Brown cited the example of the Asian-Pacific Islander estimate, and pointed out the importance of the ability to adequately measure as many subgroups as possible. Mr. Brown also stated the methods to conduct the survey, including foreign languages, separate adult and adolescent questionnaires, including children aged zero to five. Dr. Fernando Mendoez, Pediatrician and Associate Dean of the Stanford School of Medicine will Chair the Technical Advisory Committee.

Mr. Brown went on to state a series of potential topics to cover in the survey. Some of these include child health status; chronic conditions and disabilities; activity limitations; and health insurance coverage for children who are eligible by ethnicity. Health insurance coverage indicators for African American and Asian-Pacific Islanders are not available. In addition, access to utilization and preventive services will be included in the survey.

Mr. Brown reiterated that the data will be useful to people throughout the State at all levels.

Chair Reiner asked for a projected timeline for the project.

Mr. Brown replied the data will be available by the summer of 2001, which about 3 months after completion of the data collection.

Commissioner Belshe asked if there are opportunities to partner with the State Commission given the Commission's focus on the zero to five population and its need for information sooner rather than later regarding program development and implementation.

Mr. Brown reiterated the data will not be available until the summer of 2001. Mr. Brown stated his interest in collaboration to create questions that target the zero to five population.

Dr. Peter Abbott, Deputy Director of the California Department of Health Services, expressed his pleasure to be here, and stated he has a 24-year career in public health and health services research.

Dr. Abbott repeated much of Mr. Brown's message, including data limitations at county and community levels and uncollected data. Dr. Abbott also noted information has been drawn from the birth registration process, down to zip codes. He also stated the birth certificate itself will be revised, and asked for input regarding relevant information that can be built into the data collection process. Dr. Abbott stated the Department's web site has the "Vital Statistics Query System" presently available for access natality and mortality information. The web site is www.dhs.ca.gov. Included in the site is a listing of the Center's reports.

Commissioner Vismara expressed his fascination with the presentation, and asked if efforts could be made to data collection in terms of verification of questionable indicator outcomes.

Mr. Brown suggested that Dr. Abbott might want to collaborate with the Center for Health Statistics, the Department's Maternal and Child Health Branch, and the Family Health Outcomes Project, which have done a great deal of work regarding health status indicators utilization for children. Mr. Brown also stated there will be limitations, but most of the questions have been analyzed or validated, and they will be asking for insurance cards or immunization records to help with those limitations.

Nanez Ponce, Senior Researcher at the Center for Health Research and Assistant Professor in the Department of Health Services, noted the multi-cultural component in terms of validating translation, phraseology and intonation for certain populations, including African American and American Indians.

Commissioner Vismara asked if the Commission can approach the Center with information to potentially incorporate into the survey.

Mr. Brown invited the Commission to collaborate with the Center.

Dr. Abbott noted that there is a core portion and supplemental to the survey. This year's supplemental is focusing on cancer. In future years, it might be child care or other concerns.

Mr. Brown added three other components of the survey: the collection of residential, not specific, address information, such as cross streets, in order to geo-code respondents, as well as potential environmental exposures; the survey will identify individual children with a particular problem, such as hunger, and can enable a follow-up survey to identify a change in the situation; and a comparison feature called a "panel study," to identify families at risk compared to families with certain strengths, and providing for maintenance check-ups to see changes in conditions and development.

Commissioner Vismara noted the usefulness of geo-coding and linking data.

Executive Director Henderson reiterated the Commission's dilemma in utilizing the survey -- the timeline for its completion, but noted other proxy measures can be available for use in the meantime.

Commissioner Belshe stated the need to look not only at short-term resolution, but long-term data development and collection.

Commissioner Siegel asked if the Center could report back on its progress after the pilot testing.

Mr. Brown stated he could provide whether or not the questions work or not, but not much more than that. He stated the sample will be quarterly, and after the first quarter, they will be able to share information. Mr. Brown went on to state plans for a fully-funded California Health Interview Survey, which will include 55,000 households. If not fully-funded, the number will drop to approximately 30,000, reducing potential estimates.

Chair Reiner asked if the funding request was \$4.8 million.

Mr. Brown stated the amount was \$4.4 million.

Commissioner Siegel asked if not fully-funded and there is a reduction in potential estimates if that will eliminate survey categories, such as child care.

Mr. Brown stated that he didn't think so. He also stated there would be cut-backs on areas to save money, such as the number of language translations on the survey.

Dr. Abbott made one last point that the Center produces a progress report on California's Healthy People 2000 objectives progress, and this may be a place for the Commission to look for resources.

Commissioner Siegel agreed with Dr. Abbott.

XIV. Public Comment

Chair Reiner moved to open the floor for discussion.

Jenny Cook, Chairman, T-Rock Committee -- which oversees the use of Prop. 99 funding -- thanked the Commission for the opportunity to be here today, Executive Director Henderson and Chief Deputy Director Munso for the invitation, and in turn invited them to attend the next T-Rock Committee meeting to begin a dialogue.

Ms. Cook stated the availability of the T-Rock Committee and the Tobacco Control Section ("TCS") for collaboration in the field of tobacco for pregnant mothers at not only the state, but at local levels, and invited Commission members to contact their local lead agencies and coalitions that have been in place for 10 years.

Ms. Cook also stated the invitation for use of their 800 "smoke health line," whereby calls relating to tobacco use can be routed to that number. Ms. Cook also stated that a survey will soon be available within the next two to three months indicating more and more tobacco-free homes. Ms. Cook finally thanked the Commission for the 30 percent decrease of sales in tobacco.

Commissioner Vismara asked if the Committee had a web site, and Chief Deputy Director Munso directed interested parties to a link on the DHS site.

Michelle Lee, a representative from the Ventura County Tobacco group - acknowledged Elena Villasana regarding the Prop. 99 bus waiting out front for viewing. Ms. Lee also distributed t-shirts and a fact information sheet regarding their program. Ms. Lee thanked the Commission for their work on behalf of children and their families.

Patty Moore, Director, Family First Program and Alpha Resource Center of Santa Barbara -- which services families of children with special needs -- noted that families of children with special needs need assistance in deciphering the overwhelming amount of information, and if the powers that be could focus on how to help that family, the frustration levels of these families may drastically reduce. Ms. Moore commended the Commission on the overwhelming task ahead of them, and invited the Commission to utilize the family resource centers and their existing systems.

Commissioner Vismara noted his personal story as a father of an autistic child, and believes that there are important lessons to be learned from our special kids that could be applied to all children. Mr. Vismara asked Commissioner Lacey to read a paragraph from a poem regarding an autistic child:

"Each night Shawn is the first to go to bed at about 8:30. Some nights he'll already be asleep by the time I get home from work. I slip into his room and watch him in the dim starlight. The tears welling up, knowing he'll never hit the game-winning homerun, have a bachelor party, or say my name. 'Good night, little son,' I say to him. 'Daddy loves you.' Shawn smiles in his sleep, his father's voice a reassuring constant in his world. He loves you very, very much."

Pam Shaw, Staff Member to “Map to Inclusive Child Care” Project - which is a statewide collaborative group representing every State department, agency and group of agencies that relate to kids and kids with special needs - noted that there’s an array of funding resources, but not geared directly towards research and child development, as it is in health pieces. The project will include a report on the barriers of inclusive child care in California, and noted the Commission will be hearing from her regarding making the data meaningful, as well as access to the Commission’s money. Ms. Shaw noted true early intervention programs must be provided in natural environments. Ms. Shaw finally offered to make a future presentation regarding parents of children with special needs data.

Monica Henreid, Producer of the Casablanca Ball -- which is a fundraiser for Transition House -- acknowledged the Executive Director, Jill Cordover, who asked that a letter of thanks for the efforts of the Commission regarding children’s poverty issues be read. Ms. Henreid then read the letter.

Bill Batte -- speaking on behalf of the Roadways Coalition -- which is a broad-based coalition in Santa Barbara to reduce youth-to-youth violence -- reiterated the need to include father-friendly services and programs.

Trudy Adair-Verbayis, Director of the Child Development Programs for the Santa Barbara County Office of Education -- stated that she is also a nine-year member of their local child care planning council and was asked by Pat Wheatley about the status and condition of children in Santa Barbara County. Ms. Adair-Verbayis stated statistics of the children in poverty in Santa Barbara County, and stated that the child care community of Santa Barbara County shares the Commission’s and local commissioners’ commitment to provide services to the most needy, most vulnerable, at-risk children in their community -- the birth to five years olds and their parents -- and stated their mission to provide available, accessible, affordable, and quality child care.

Lupe Alonzo, a representative of the Mexican-American Legal Defense and Educational Fund (“MALDEF”)-- stated that MALDEF is in the process of developing a report that would identify the early childhood development needs for the Latino community. Ms. Alonzo commended the Commission and asked if it would work with other multi-cultural communities, as well as be receptive to MALDEF’s report in February.

Flo Furekey, temporary Chair of the Santa Barbara County Child Care Planning Council -- welcomed the Commission to Santa Barbara. Ms. Furekey asked members of the Santa Barbara County Early Care Development and Education Committee and the Santa Barbara Community Council to stand and show their support. Ms. Furekey also acknowledged Patty Moore, Chair of Family Resource Center Network of California.

Ms. Furekey voiced their support of the State Commissioners’ efforts regarding holding firm to the intent of the legislation and state guidelines regarding trust fund monies. Ms. Furekey stated that the local child care planning councils are great resources for information. Ms. Furekey noted the wonderful relationship they have with local commissions. Project Manager Pat Wheatley regularly attends council meetings, as well as strategic planning meetings, and in turn the Council has made a commitment to attend local Commission meetings.

Ms. Furekey repeated that their local Commission has a strong representation from the Early Care Development and Education Community. Ms. Furekey also stated there is a mutual sharing of data for strategic planning materials, and that in Santa Barbara County, they try to do things collaboratively.

Chair Reiner clarified that the funding is 3 percent of 100 percent, and not 3 percent of 20 percent, as Ms. Furekey stated regarding contacting local child care planning councils for information.

Anne Wood, a representative of the Tri-Counties Association for the education of young children -- noted in materials disseminated by the State Commission and their local commission that there has been a differentiation in terminology -- a separation -- between the arenas of child care and education and early childhood education. Ms. Wood stated the term “early care and education” more accurately reflects that

children's education is in their care, and that child care is education. Ms. Wood urged a modification of terminology in Commission literature, materials and surveys, and that it must be through the eyes of our children.

Carol Sherwin with Pacific Oaks College and Project Director for Advancing Careers in Child Development -- praised the work of the Santa Barbara County Commission. Ms. Sherwin stated that Advancing Careers in Child Development is also trying to convey that no matter what type of child care situation a child is in, it involves both care and education.

Ms. Sherwin stated that the Project under the auspices of Pacific Oaks College and with primary funding from the Packard Foundation its primary focus has been to raise the standards of professionalism in early care and education. Its purpose has been to establish a coordinated system that welcomes people into the field, offers clear pathways for training, and provides a variety of incentives to stay in the field in a collaborative effort involving people from all over the State. The Project has successfully changed the child development permit structure, has developed a set of competencies and standards in the field, set up a professional growth advisory system, and continues to address a broad range of career development issues.

Ms. Sherwin stated that most recently the Advancing Careers network of statewide agencies and organizations has outlined comprehensive recommendations for a coherent statewide system for professional and career development, and hopes the Commission will take into consideration the efforts of the Advancing Careers in Child Development when allocating Prop. 10 funds.

Dorothy Webman, Consultant -- noted a lack of intent to total quality measurement, continuous quality improvement, and the ability to do so regarding the discussions of report cards. Ms. Webman suggested the use of the Internet to keep month-to-month reports timely in order to make decisions and changes accordingly. Regarding outcome measurement data, Ms. Webman encouraged any group to look into child welfare and head start programs. Ms. Webman noted the wonderful data repository through the UC system regarding children with disabilities and mental health services for children. Ms. Webman also encouraged discussions with Santa Barbara in particular regarding its exemplary work in report card and outcome measures. Ms. Webman noted the lack of discussion regarding family data collection and evaluators.

Ms. Webman discussed the Promising Practices Initiative, which can be accessed at www.ppi.dc.org. Ms. Webman stated the 1999 special issue will include systems of care in Santa Barbara on early childhood and development. Last year's series included new roles for families and coordinated systems of care.

Ms. Webman noted a higher response rate from families regarding data collection and evaluation. She stated that parents training each other to do data collection and evaluation is insurmountable in terms of TANIF and welfare. Ms. Webman stated there are many funds available in the zero to five area, as well as the freeing up of Title 484B monies.

Ms. Webman stated that there is a great web site regarding father-to-father issues at www.whitehouse.gov at the "National Reinventing Office" link.

Steve Hanson, Volunteer Commissioner, San Luis Obispo -- noted a lack of use of the terms "literacy" and "undocumented" and "census."

Chair Reiner objected to not hearing the term "literacy," as a result of the Welcome Baby Kit's early literacy piece.

Mr. Hanson stated he didn't hear the word because it is one of their conundrums in establishing outreach efforts currently. He stated the "undocumented" are not discriminated against, but there is a need for more outreach to them, especially migrants. He stated he didn't know how to interact with the newest census data to get more information. Mr. Hanson stated he didn't hear enough about the doctors and invited the Commission to participate with the medical profession in reaching their youngest patients. Mr. Hanson stated he didn't hear enough about alcohol or drug abuse or divorce. Mr. Hanson suggested establishing a local contact for each of the counties.

Mr. Hanson presumed the resolution that was passed today will be distributed to the county supervisors to pass on, and stated he would like a copy. Mr. Hanson mentioned the American Legacy Foundation, which is part of the master settlement agreement between the tobacco companies and the State Attorney General's Office. Their website is www.americanlegacy.org, and they will be almost entirely web-based. One Trustee from California is on the board. Mr. Hanson stated they want to match grants.

Larry Best, Director of Community Building Information Partnerships, Northern California Council -- clarified their website: www.nccsf.org.

Commissioner Belshe asked Mr. Best how they will share the report card information with elected officials at the county and State levels, guiding them in certain directions.

Mr. Best stated they are working with Monterey County, the President of the FCC, Ed Shoenberger, and Peg Gerald regarding a steering committee to discuss that issue, and would appreciate suggestions.

Rita Hadden, Vice-Chair of the Santa Barbara County Commission, and Director of the Community Action Agency, Santa Barbara -- which provides services for head Start, Early Head Start and California Department of Education Programs for children zero to five. Ms. Hadden commended the Commission for its efforts, and thanked Chair Reiner and the Commission for coming to Santa Barbara.

XV. Adjournment

Chair Reiner moved to adjourn the meeting. Commissioner Lacey seconded. Chair Reiner announced that the next meeting will be November 18th in Riverside, and thanked Pat Wheatley and Wendy Sims-Motten.

The meeting was adjourned.